



## USDA Weekly Retail Shell Egg Feature Activity

Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 07/28 thru 08/03.

(prices in dollars per carton)

Fri. Jul 28, 2006

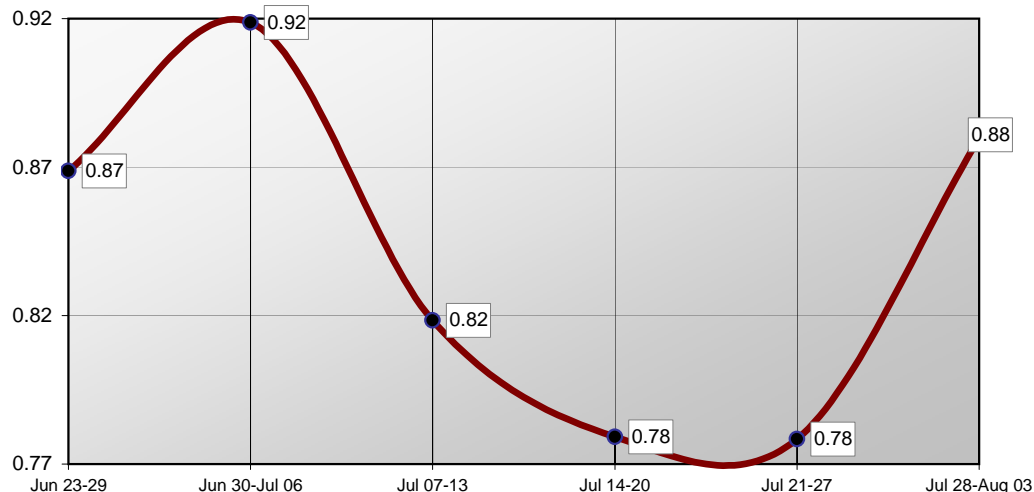
NATIONAL SUMMARY										
Feature Rate		THIS WEEK				PREVIOUS WEEK				
		38.1% of 17,000 stores				29.8% of 17,000 stores				
		X LARGE		LARGE		X LARGE		LARGE		
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA				1,580 0.99 440 1.15				440 0.85 1,130 1.06	
	White 12 pack									
	White 18 pack									
	Brown 12 pack									
	USDA GRADE A				940 0.91 1,190 1.12		320 0.77		860 0.84 20 0.99	
	White 12 pack									
White 18 pack										
Brown 12 pack										
SPECIALTY	USDA ORGANIC				2,030 3.02		210 4.00		850 3.44	
	White 12 pack									
	Brown 12 pack									
	OMEGA-3	220 2.49			830 1.93 320 2.65		120 1.99		820 2.14 160 2.65	
	White 12 pack									
	Brown 12 pack									
CAGE-FREE				320 2.06 390 2.56				140 2.00 750 2.22		
White 12 pack										
Brown 12 pack										
ACTIVITY INDEX SUMMARY				THIS WEEK		LAST WEEK		INVENTORY 5/		
Regular Shell Eggs (XL/LG; AA/A; W/B)				4,150		2,770		Large Eggs on		
Specialty Shell Eggs				4,110		3,050		Jul-24-2006		
Total (including Medium)				8,390		6,160		416.2		
Special Rate 4/:				3.7%		3.8%		down 7%		

5/: Inventory in thousands of 30-dozen cases.

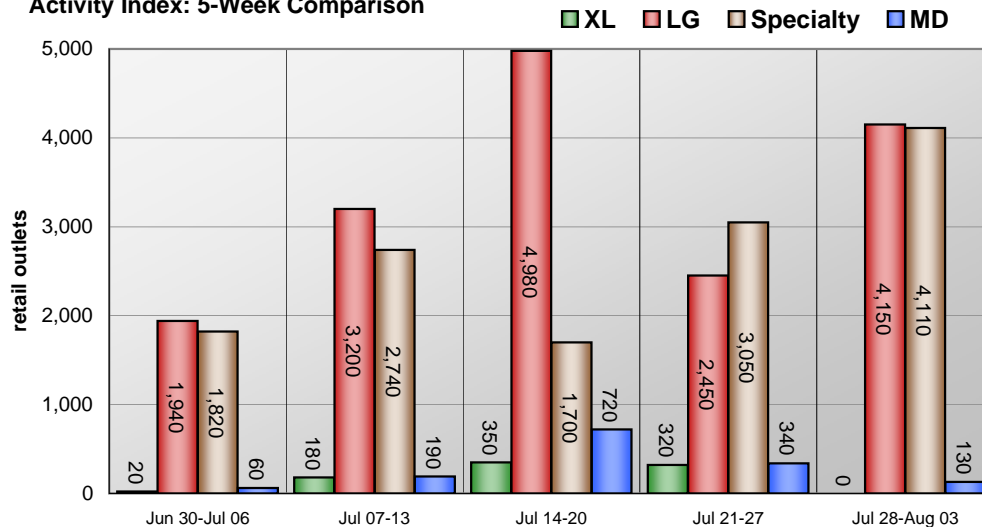
### Shell Egg Featuring - 07/28 thru 08/03

Regular shell egg feature activity increased this week. The average price of Grade A Large white eggs offered to consumers is 10 cents more than a week ago. The majority of sampled outlets with promotions are in the Northwest, Southwest and South Central regions. Medium ads are sporadic and Extra Large regular eggs have all but disappeared this cycle. Advertisements of USDA Certified Organic large eggs are spread throughout all regions and easily dominated the specialty egg category, although at a slightly lower average price. Omega-3 and Cage free eggs continue to maintain a steady pace.

Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



Activity Index: 5-Week Comparison



### Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate 2/ Activity Index		45.3% of 3,900 sampled outlets Activity Index = 2,290 (includes Medium)						15.4% of 4,700 sampled outlets Activity Index = 930 (includes Medium)						30.2% of 2,800 sampled outlets Activity Index = 1,180 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.77	10	0.77				0.77	10	0.77				0.50 - 1.00	20	0.68
	White 18 pack										1.19	120	1.19				1.00	10	1.00
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.50 - 1.00	470	0.93				1.00	50	1.00				0.50 - 1.00	420	0.89
	White 18 pack				0.88	160	0.88				0.88 - 1.39	550	1.33				0.57 - 1.00	100	0.96
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.33	10	0.33	White 12 pack			0.33	10	0.33	White 12 pack			0.33 - 0.72	40	0.49
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.50 - 3.69	630	3.08				2.99 - 3.19	190	3.14				2.98 - 2.99	230	2.98
	OMEGA-3																		
S P E C I A L T Y	White 12 pack				1.68 - 3.99	330	1.85										1.68 - 2.50	60	1.72
	Brown 12 pack	2.00 - 2.50	220	2.49	2.00 - 3.00	320	2.65												
	CAGE-FREE																		
	White 12 pack																2.00 - 2.50	200	2.00
S P E C I A L T Y	Brown 12 pack				2.50	140	2.50										1.99	100	1.99
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate 2/ Activity Index		49.6% of 2,700 sampled outlets Activity Index = 1,730 (includes Medium)						53.7% of 1,900 sampled outlets Activity Index = 1,340 (includes Medium)						76.8% of 1,000 sampled outlets Activity Index = 920 (includes Medium)					
USDA GRADE AA	White 12 pack				1.00	360	1.00				1.00	880	1.00				1.00	300	1.00
	White 18 pack				0.99 - 1.50	180	1.02				0.99 - 1.50	120	1.34				0.99	10	0.99
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.58 - 1.39	380	0.94												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.36 - 0.72	70	0.48	White 12 pack						White 12 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.99	360	2.99				2.99	320	2.99				2.88 - 2.99	300	2.95
	OMEGA-3																		
S P E C I A L T Y	White 12 pack				2.00 - 2.50	220	2.05										2.00	220	2.00
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.50	20	2.50				2.50	20	2.50				1.99	80	1.99
S P E C I A L T Y	Brown 12 pack				3.00	140	3.00										3.00	10	3.00

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>